

1959

1959-1961 Southern Illinois University Bulletin (School of Business)

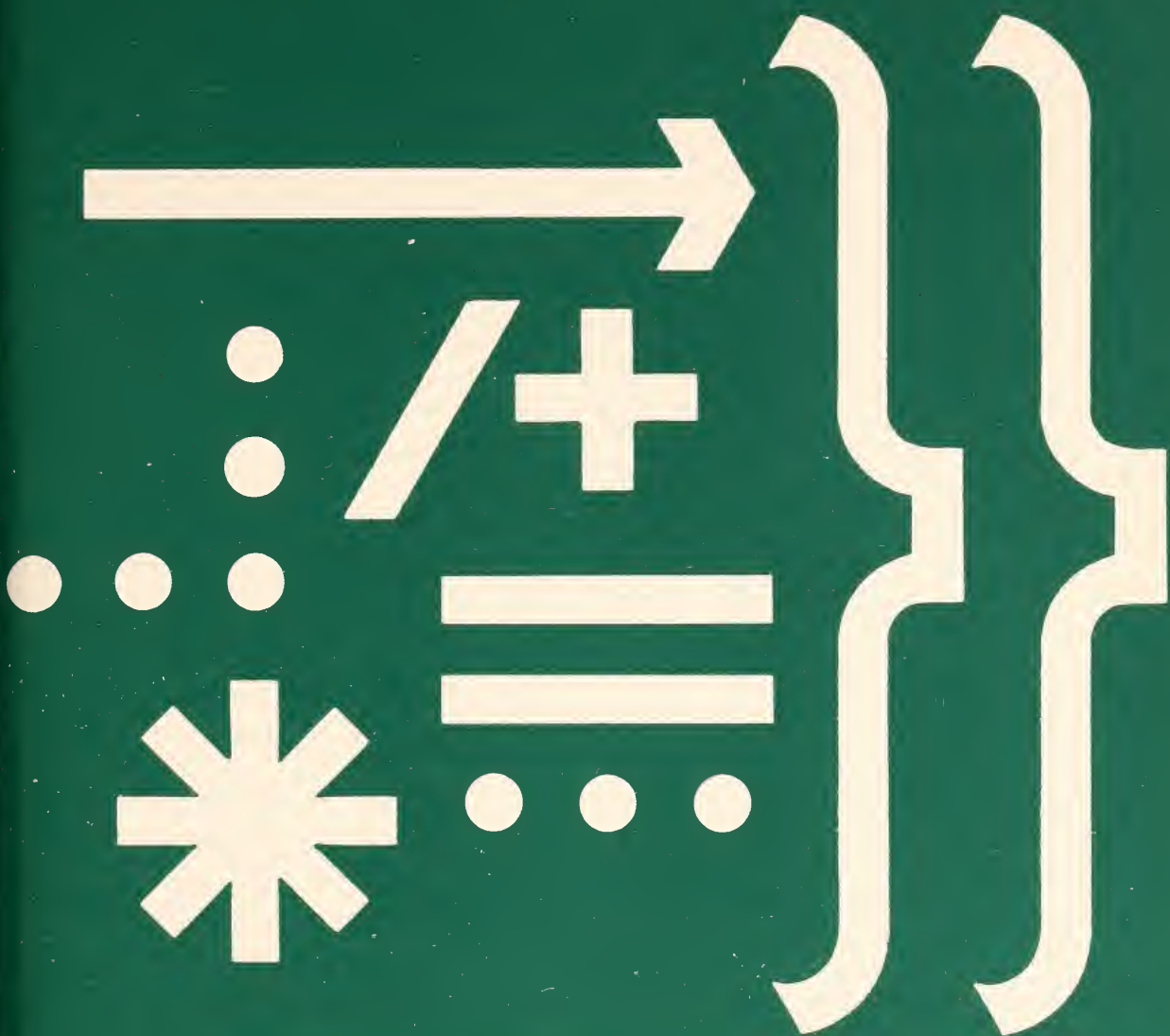
Southern Illinois University Carbondale

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1959 · 1961

School of Business

Vol. 1, No. 7

School of Business

Announcements for 1959-1961



SOUTHERN ILLINOIS UNIVERSITY BULLETIN
New Series Volume 1 Number 7 August, 1959
Second-class postage paid at Carbondale, Illinois.
Published by Southern Illinois University, monthly except April and May, when published semi-monthly.

Composed and printed by Printing Service
Southern Illinois University
Carbondale, Illinois

Objectives of Southern Illinois University

TO EXALT BEAUTY

IN GOD,
IN NATURE,
AND IN ART;
TEACHING HOW TO LOVE THE BEST
BUT TO KEEP THE HUMAN TOUCH;

TO ADVANCE LEARNING

IN ALL LINES OF TRUTH
WHEREVER THEY MAY LEAD,
SHOWING HOW TO THINK
RATHER THAN WHAT TO THINK,
ASSISTING THE POWERS
OF THE MIND
IN THEIR SELF-DEVELOPMENT;

TO FORWARD IDEAS AND IDEALS

IN OUR DEMOCRACY,
INSPIRING RESPECT FOR OTHERS
AS FOR OURSELVES,
EVER PROMOTING FREEDOM
WITH RESPONSIBILITY;

TO BECOME A CENTER OF ORDER AND LIGHT

THAT KNOWLEDGE MAY LEAD
TO UNDERSTANDING
AND UNDERSTANDING
TO WISDOM.

Board of Trustees

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Registrar and Director of Admissions Robert A. McGrath, Ph.D. (Iowa)	1949

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University Calendar, 1959-1960

SUMMER SESSION

Session Begins	Monday, June 22
Independence Day Holiday	Friday, July 3
Final Examinations	Wednesday–Thursday, August 12–13
Commencement	Friday, August 14

FALL QUARTER

New Student Week	Friday–Tuesday, September 18–22
Quarter Begins	Wednesday, September 23
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 25–30
Final Examinations	Monday–Saturday, December 14–19

WINTER QUARTER

Quarter Begins	Monday, January 4
Final Examinations	Monday–Saturday, March 14–19

SPRING QUARTER

Quarter Begins	Monday, March 28
Memorial Day Holiday	Monday, May 30
Final Examinations	Wednesday–Tuesday, June 8–14
Commencement	Wednesday, June 15

Summer Session classes will begin Tuesday, June 23. During a quarter, day classes will begin on the second day of the quarter. Evening classes (5:45 P.M. or later) will begin on the first day of the quarter.

University Calendar, 1960-1961

SUMMER SESSION

Session Begins	Monday, June 20
Independence Day Holiday	Monday, July 4
Final Examinations	Wednesday–Thursday, August 10–11
Commencement	Friday, August 12

FALL QUARTER

New Student Week	Friday–Tuesday, September 16–20
Quarter Begins	Wednesday, September 21
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 23–28
Final Examinations	Monday–Saturday, December 12–17

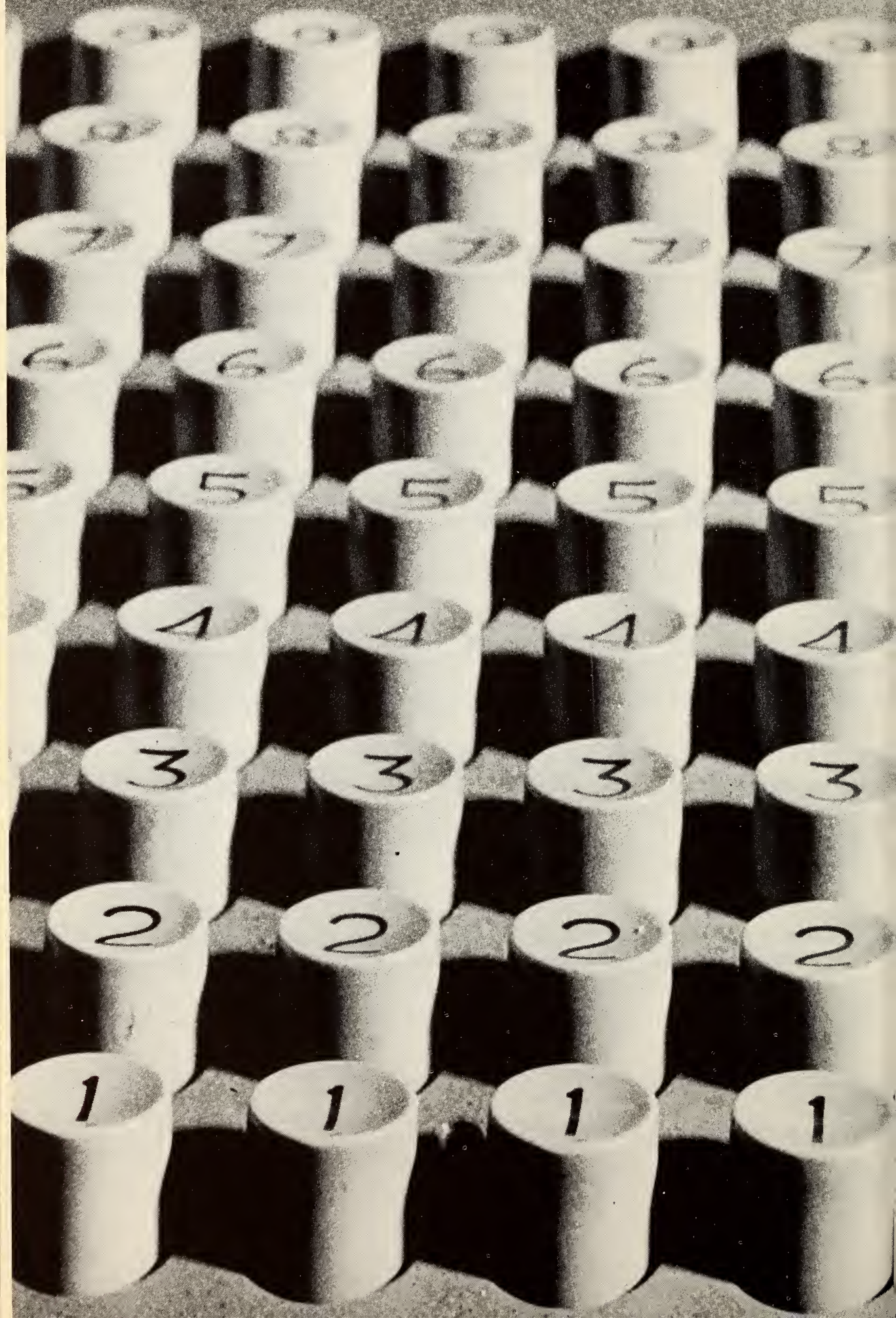
WINTER QUARTER

Quarter Begins	Tuesday, January 3
Final Examinations	Monday–Saturday, March 13–18

SPRING QUARTER

Quarter Begins	Monday, March 27
Memorial Day Holiday	Tuesday, May 30
Final Examinations	Wednesday–Tuesday, June 7–13
Commencement	Wednesday, June 14

Summer Session classes will begin Tuesday, June 21. During a quarter, day classes will begin on the second day of the quarter. Evening classes (5:45 P.M. or later) will begin on the first day of the quarter.



The University

This bulletin covers in detail questions concerning the School of Business. It does not cover all questions concerning Southern Illinois University. For complete information about the University the prospective student should address the General Publications Office for a copy of the General Information Bulletin.

HISTORY

Southern Illinois University was established in 1869 as Southern Illinois Normal University. The shortened name became official in 1947 by action of the state legislature.

For some years after its establishment, Southern operated as a two-year normal school. In 1907 it became a four-year, degree-granting institution, though continuing its two-year course until 1936. In 1943 the state legislature changed the institution, which had been in theory exclusively a teacher-training school, into a university, thereby taking official recognition of the great demand in the area for diversified training.

The Graduate School, approved in 1943, at first granted only the Master of Science in Education degree. In 1948 it was authorized to grant also the Master of Arts and Master of Science degrees. In 1952 the Master of Fine Arts degree was added to the list, and in 1956 the Master of Music, the Master of Music Education, and the Doctor of Philosophy degrees.

CAMPUS

The main campus of Southern Illinois University is located in Carbondale, in Jackson County. The region is noted for its large peach and apple orchards, which in blossom time attract many tourists. Giant City, a state park, is a popular resort to the south of Carbondale, and Crab Orchard

Lake, with swimming, boating, and fishing facilities, lies four miles to the east.

The Carbondale campus is at present undergoing extensive expansion. It now comprises more than seventeen hundred acres, and more tracts of land are to be added. Twenty-three permanent buildings form the nucleus of the University's physical plant. Other permanent buildings are under construction.

UNIVERSITY SESSIONS

The academic year is divided into three quarters. Each quarter is approximately twelve weeks in length.

The fall quarter opens near the middle of September and closes just prior to the Christmas vacation period. The winter quarter begins early in January and ends about the middle of March. The spring quarter begins the latter part of March and ends about the second week in June. Definite dates for each quarter may be found in the University Calendar.

In addition to the three regular quarters, there is an eight-week summer session which begins immediately following the close of the spring quarter.

The summer session consists of a comprehensive program of courses offered by all the departments of the University. In addition to the courses which run the full eight weeks, there are a number of workshops and short courses covering a shorter period of time.

UNIVERSITY REGULATIONS

The University and its various instructional units reserve the right to change the rules regulating admission, instruction, and graduation; and to change any other regulation affecting the student body. Such regulations shall go into force whenever the proper authorities so determine, and shall apply both to prospective students and to those who have enrolled in the University. The University also reserves the right to withdraw courses and to change fees.

School of Business

HISTORY

A commercial program was offered as early as 1906. Economics was a part of the political science department in 1930 and a part of the commercial department in 1931. Finally in 1932, a commercial department and an economics department were established.

In 1945 these two departments plus nine others were grouped into a College of Vocations and Professions. Ten years later, the Business, Economics, and Industrial Education departments became the School of Business and Industry.

The School of Business was organized in 1957. It now includes the Departments of Accounting, Economics, Management, Marketing, and Secretarial and Business Education.

OBJECTIVES

The academic program of the School of Business is designed to provide the student with the environment, the help, and the stimulation to acquire both an education for business and an education for life. Its objective is to prepare students so that they may become qualified ultimately for professional and administrative positions of responsibility in business, labor, and allied professions.

FACILITIES

The School of Business is housed in a converted residence and two barracks-type buildings on South Thompson Avenue. In addition to the usual classroom facilities, the school has well-equipped statistical, office machines, and typewriting laboratories and classrooms.

CLUBS AND FRATERNITIES

There are three clubs for business students. Each has professional and social objectives. They provide a variety of educational experiences, including lectures by campus and off-campus speakers who supplement what is learned in the classroom. Students may find employment opportunities through contacts made in club activities.

All students in the School of Business are eligible to be members of the Commerce Club. Students who have had two courses in accounting on the university level and have an over-all average of "C" or better are invited to join the Accounting Club, while the Marketing Club is open to all students interested in marketing. The Marketing Club is affiliated with the National American Marketing Association. Management students are eligible for membership in the Society for the Advancement of Management.

In addition to the above clubs there are professional and honorary fraternities in the School of Business.

The Epsilon Kappa Chapter of Alpha Kappa Psi, a national professional business fraternity, is interested in all male students in the School of Business who plan to follow business as a profession. Pi Omega Pi is a national honorary fraternity for undergraduates in business teacher education. Its aims are to foster interest in business, in teaching as a profession, to encourage and recognize high scholarship, and to emphasize service. Business teacher education students who have at least a "B" average in business and education courses are eligible for membership.

ADMISSION

Although the School of Business accepts graduates from any recognized high school without restriction as to high school preparation, it recommends that these students include in their high school program three units of English, two of mathematics, two of science, and two of social studies.

Inquiries concerning admission to the School of Business should be addressed to the University's Admissions Office. Application for admission may be made any time during the year. Applications should be initiated at least thirty days in advance of the desired entrance date to permit necessary processing to be completed. High school seniors should apply at the beginning of the last semester of their senior year.

It should be remembered that the writeups from page 4 to page 8 are merely summaries of the subject in question. For full and complete details, the prospective student should address the General Publications Office for a copy of the General Information Bulletin.

ADVISEMENT

To insure that an undergraduate student is properly advised concerning the course of study which will fulfill the general University requirements and prepare him for his chosen career, academic advisement has been made the special responsibility of a selected group from the teaching faculty. The School of Business has a chief academic adviser and a number of assistant advisers.

TUITION AND FEES

At the present time legal residents of Illinois registered for more than eight credit hours pay a total of \$61.50 per quarter. This includes \$42.00 tuition, a \$5.00 book rental fee, a \$5.00 student union building fund fee, and a \$9.50 student activity fee. Out-of-state students pay an additional \$50.00 tuition, or a total of \$111.50. Students registered for eight hours or fewer pay one-half tuition, one-half book rental fee, and full student union building fund fee, and have the option of paying the student activity fee.

HOUSING

Southern Illinois University maintains University-owned housing for single men and women, co-operative apartments for men, and apartments for families. Students who wish to live in University housing should make application early. Application forms may be obtained at the Housing Center located in the Office of Student Affairs. Admission does not assure University housing. For the school year of 1958-59, room and board were \$666.00 per academic year (\$222.00 per quarter). There are a limited number of rooms available at \$135.00 to \$162.00 per academic year (\$45.00 to \$54.00 per quarter).

In addition to University housing a number of the students enrolled at Southern live in private homes in the city of Carbondale or in surrounding areas. Lists of available rooms for men, women, and married couples are maintained in the Housing Center. Units meeting the University's minimum housing requirements are noted. These rooms should be rented only after personal inspection. Room rent for off-campus housing ranges from \$4.00 to \$6.00 per week.

FINANCIAL ASSISTANCE

The financial assistance program at Southern has been organized so that it may function as an integral part of the total educational experience of the student. As far as possible, an attempt is made not only to assist needy and deserving students with their financial obligations, but also to contribute to their general development and learning experience.

The program of financial assistance includes scholarships, awards, prizes, private agency awards, grants-in-aid, and student loan funds.

The comparative limitation of such forms of assistance in terms of both number and amount available makes it inadvisable for an undergraduate student to expect to meet all University expenses from such means.

EMPLOYMENT OPPORTUNITIES

The Student Work Office assists students in obtaining employment to defray a portion of their educational expenses as well as to gain experience while working. Since it is impossible to guarantee work to every student, those who expect to earn a part of their expenses, and who do not have definite appointments to positions before coming to college, should have means to support themselves for at least three months.

The Student Work Office also assists students in obtaining off-campus jobs and full-time summer jobs.

GENERAL BACHELOR'S DEGREE REQUIREMENTS

Each candidate for the Bachelor of Science degree in the School of Business must satisfy the general degree requirements for all schools and colleges of Southern Illinois University. These include the following:

1. Completion of 192 hours of credit-approved courses.
2. At least 64 hours in senior college courses, of which 48 must be earned in residence at Southern.
3. A "C" average, and grades not lower than "C" in subjects aggregating at least three-fourths of the work.
4. A "C" average in the major subject.
5. In case of transfer students, meeting of the "C" average requirements for the credit made at Southern as well as for the total record.
6. Course requirements in social studies, humanities, biological sciences, physical sciences, practical arts and crafts, physical education, and air science. The specific requirements are presented in detail in the General Information Bulletin and are not presented again here because most of the business curricula either require more than the minimum in several of these areas or specify certain courses be taken where options are permitted. Business students will satisfy these requirements as they satisfy the course requirements of the various curricula listed in this bulletin.

Where the requirements under each of the programs as shown in the individual departments of the School total less than 192, the difference is to be made up with electives chosen by the student guided by the academic adviser. The electives should be chosen so that the student has at least 40 per cent of his total credits (77 credit hours) in the School of Business and at least 40 per cent outside of the School. Women students, because they are not required to take Air Science, have an additional 6 credit hours of electives.

All students in the School of Business must pass an English qualifying examination. This examination given in February should be taken by the student in his sophomore year. This rule applies to all students graduated after June, 1960.

PROGRAMS OF INSTRUCTION

The School of Business offers through the Graduate School the Master of Arts, Master of Science, and the Master of Science in Education degrees. Any one of the three degrees may be earned in the Department of Economics. The Departments of Accounting, Management, and Marketing cooperate to offer the Master of Science degree. The Department of Secretarial and Business Education offers the Master of Science in Education degree. Research is an integral part of the total program of the departments, and students are given the opportunity to work with the faculty on research projects in the capacity of graduate assistants, graduate fellows, research

assistants, or student workers. Graduate assistants may be asked to conduct actual classroom discussion sections for the purpose of enhancing their professional experience and encouraging their entry into college or university teaching careers. Students should consult the Graduate School bulletin for complete details of its requirements.

The Bachelor of Science degree may be earned in the School of Business in the following majors: accounting, economics, management, and marketing. The Bachelor of Arts degree may be earned with a major in economics. The Bachelor of Science in Education degree may be earned with a major in secretarial and office management.

In addition to the above programs, the School of Business co-operates with the Small Business Institute. The primary objective of the Small Business Institute, which is administratively independent of the School of Business, is to develop executives for small businesses rather than create specialists in a single field such as accounting, finance, sales, etc. The program will be tailored to fit the needs of the student with courses drawn from many departments. Graduates from this four-year program receive a Bachelor of Science degree with a major in small business management.

Instructional Units

ACCOUNTING

Professor Henry J. Rehn, Ph.D. (Chicago) C.P.A.	1945
Professor Ralph Dale Swick, D.B.A. (Indiana) C.P.A.	
Acting Chairman	1955
Associate Professor Clifford R. Burger, M.S. (Indiana State) C.P.A.	1958
Associate Professor Susie E. Ogden, A.M. (Illinois)	1931
Assistant Professor Mary Noel Barron, M.B.A. (Michigan) C.P.A.	1948
Assistant Professor J. William Cundiff, B.S., J.D.	
(Northwestern) C.P.A.	1958
Assistant Professor Robert L. Gallegly, A.M. (Illinois)	1946
Instructor Emerson C. Erb, M.B.A. (Indiana) C.P.A.	
(on leave 1957-59)	1955
Instructor Jerome J. Rooke, M.S. (Northern Illinois)	1957
<hr/>	
Visiting Professor Lloyd Morey, B.A., B.M. (Illinois)	1957-58
Lecturer Lin Sung Chiao, Ph.D. (Illinois)	1957-58
Lecturer Thomas V. Hedges, B.S. (Southern Illinois)	1958-60
Lecturer Billie Winfield Mouck, M.B.A. (Arkansas)	1957-58
Lecturer Paul Horace Spencer, B.S. (Southern Illinois) C.P.A.	1956-58
Assistant Instructor Mildred Wilkinson B.S., (Indiana)	1958-59

Accounting is the means by which the many transactions of business are analyzed, recorded, and interpreted. The ability to analyze and interpret is not easily acquired. It is one that takes thorough and serious study.

The accounting program is designed to develop that ability which leads to professional positions in cost accounting, auditing, income tax, financial statement analysis, and general financial accounting. The operation of a business and its financial condition is of interest to its owners, to its employees, to its creditors, to the government, and to the public in general.

The accounting curriculum is designed to cover four general areas of study: theory, cost accounting, tax, and auditing. In addition to the four main groups, special courses are offered in governmental accounting, accounting systems, and C.P.A. problems. Although individuals trained in accounting might work in private industrial firms, public accounting firms, governmental agencies, or in college teaching, the four basic areas in accounting are needed as background for any of those types of work. Those individuals desiring to engage in public accounting in Illinois should familiarize themselves with the Illinois law and regulations covering the certificate of certified public accountants. The regulations are published by the Committee on Accountancy, University of Illinois, Urbana, Illinois.

The work in this department leads to the Bachelor of Science degree.

SUGGESTED CURRICULUM IN ACCOUNTING

The following courses constitute a major in accounting.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or Zoology 100	5
Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two of the five)	6
Geography 211	5
Government 101	5
Health Education 100	4
History or Sociology 101	5
† Mathematics 106b, 107b	8
Physical Education (activity courses)	6
Speech 101	4
	—
Total hours of required general degree courses	70
School of Business courses required:	Hours
Accounting 251, 252, 253	12
Accounting 331, 341	8
Accounting 351, 352, 353	12
Accounting 356, 442	9
Accounting 355, 432, 458, 459, 461 (elect one)	3-4
Economics 205, 206	9

† Higher mathematics courses may be taken depending upon placement test scores.

Economics 307, 315	8
Economics 317 or 470	3-4
Management 170, 271, 320	13
Management 340 or 380	4
Management 371, 372 or 373	8
Marketing 330	5

Total hours required in the major	94-96
Total hours of required general degree courses	70-70
Electives	28-26

Total hours for a Bachelor's Degree 192

Requirements for a minor in accounting include Management 170, Accounting 251, 252, 253, plus 8 hours of senior credit courses (300 or 400) in accounting.

COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 250-4. ACCOUNTING FUNDAMENTALS. For students who want a general knowledge of accounting, but who do not wish to pursue the subject further. Not open to majors in the School of Business.
- 251-4, 252-4, 253-4. ELEMENTARY ACCOUNTING I, II, III. Principles and practices in handling transactions in books of original entry and books of accounts—trial balances, adjustments, and financial statements. Type of business organizations studied including proprietorships, partnerships, and corporations.
- 309-2. INCOME TAXES FOR INDIVIDUALS. Preparation of income tax returns. Federal income tax law as applied to individuals. Not open to accounting majors.
- 331-5. TAX ACCOUNTING. Study of accounting principles and procedures for meeting requirements of current laws and regulations which relate to federal income tax and social security taxes. Laboratory problems and preparation of tax returns with special emphasis on the individual taxpayer. Prerequisite: 253.
- 341-3. COST ACCOUNTING. Departmental, job order, and process cost. Accumulation of material and labor costs; factory overhead and its allocation; cost reports to executives—their preparation and use. Prerequisite: 253.
- 351-4, 352-4, 353-4. ADVANCED ACCOUNTING I, II, III. Accounting principles and procedures for the preparation of adequate financial statements. Special attention given depreciation, appraisals, investments, intangibles,

- installment sales, consignments, branch accounts, compound interest in relation to accounting for sinking funds, annuities, leaseholds, and bonds. Preparation and use of special statements, application of funds, statement of affairs, and consolidated statements. Prerequisite: 253.
- 355-3. **GOVERNMENTAL ACCOUNTING.** Budget and operating fund accounts, with emphasis on accounting control as a means of improving administration of public enterprises. Prerequisite: 253.
- 356-5. **AUDITING.** Procedures and practices of public accountants in verifying accounts and supplementary data; training in preparation and analysis of reports. Prerequisite: 353 or permission of instructor.
- 410-4. **SURVEY OF ACCOUNTING.** Purpose is to permit non-accounting majors and teachers to study advanced accounting from the standpoint of its usefulness in controlling and administering an enterprise. Critical analysis of reports, statements, and other accounting data but with little attention given to accounting techniques used in collecting and reporting such information. Prerequisite: 250 or 253 or equivalent. Not open to accounting majors.
- 432-4. **PROBLEMS IN FEDERAL TAXATION.** Study of income tax problems which arise from partnership, corporation, estate and trust type of organization. Brief study of federal estate and gift taxes. Student does research



Students gain experience in practical accounting problems.

in source materials in arriving at solutions of complicated tax problems. Prerequisite: 331.

- 442-4. **ADVANCED COST ACCOUNTING.** Standard costs and distribution costs. Special problems in cost accounting, including joint product, by-product, and capacity costs. Prerequisite: 341.
- 458-4. **ACCOUNTING SYSTEMS.** Problems in accounting systems design and installation. Examination of existing systems and practice in system design. Prerequisites: 341 and 352.
- 459-4. **INTERNSHIP IN ACCOUNTING.** Supervised work experience in professional accounting. Prerequisite: outstanding record in accounting and recommendation of the committee on internship.
- 461-4. **C.P.A. & ADVANCED ACCOUNTING PROBLEMS.** A problems course, using problems from the examinations sponsored by the American Institute of Certified Public Accountants and given in the last few years. Some problems also drawn from other sources. Prerequisites: 341 and 352.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. **READINGS IN ACCOUNTING.** Directed readings on selected topics in the accounting field.
- 501-2 to 5. **INDIVIDUAL RESEARCH IN ACCOUNTING.** Directed research in selected areas of accounting.
- 550-4. **ACCOUNTING THEORY.** Contemporary advanced accounting theory including controversial issues with emphasis on net income determination and asset valuation. Particular attention given to current publications of the profession and governmental agencies. Prerequisite: 352 or 410 or equivalent.
- 557-4. **ADVANCED AUDITING.** Advanced auditing procedures applicable to medium and large scale businesses. Not only is careful attention given to auditing standards as outlined by the American Institute of Certified Public Accountants, but rulings of governmental agencies, such as the Securities and Exchange Commission, affecting auditing procedures are analyzed. Prerequisite: Accounting 356 or consent of instructor.
- 562-4. **C.P.A. AND ADVANCED ACCOUNTING PROBLEMS.** A problems course including some highly technical C.P.A. examination problems not studied in undergraduate courses. Prerequisite: 461 or consent of instructor.
- 599-2 to 9. **THESIS.**

ECONOMICS

Professor Clark Lee Allen, Ph.D. (Duke)	1958
Professor George H. Hand, Ph.D. (Princeton)	1952
Professor Robert George Layer, Ph.D. (Harvard), Chairman	1955
Professor Lewis A. Maverick, Ph.D. (Harvard), Ed.D. (California) Emeritus 1959	1946
Professor Edw. V. Miles, Jr., A.M. (St. Louis)	1919
Professor Guenther Carl Wiegand, Ph.D. (Northwestern)	1956
Associate Professor John Arthur Cochran, Ph.D. (Harvard)	1957
Associate Professor Milton T. Edelman, Ph.D. (Illinois)	1950
Associate Professor Thomas A. Martinsek, Ph.D. (Ohio State)	1959
Associate Professor Daniel L. Spencer, Ph.D. (American)	1957
Assistant Professor Gordon Brunhild, Ph.D. (Southern California)	1957
Assistant Professor Paul Isbell, M.S. (Illinois)	1952
Assistant Professor Vernon G. Morrison, M.A. (Nebraska)	1947
<hr/>	
Visiting Professor James Washington Bell, Ph.D. (Harvard) C.P.A.	1958-59
Visiting Professor Sadie Gertrude Young, M.A. (Missouri)	1958-59

The aim of the economics courses is to develop in the student such critical and analytical skills as underlie the ability to understand economic problems and institutions, both in their contemporary and historical setting.

Students who major in economics may specialize in any one of six areas: general economics, banking*, public finance, labor, foreign trade, or economic theory. These specialties furnish the academic background necessary for many positions in industry, for work in the economic branches of government service, for college or university teaching, and for graduate study in economics and business.

Although the Department of Economics is located administratively in the School of Business, it offers a major or minor in economics in the College of Liberal Arts and Sciences, the College of Education, and the School of Business. This catalog gives complete curriculum details for the economics major in the School of Business but lists only the economics major or minor requirements for students enrolled in the College of Liberal Arts

* Not included in the list of specializations in economics for students in the College of Liberal Arts and Sciences.

and Sciences or the College of Education. Students in those administrative units should consult their respective catalogs for complete curriculum details.

A student may elect economics as his major or minor subject for the following degrees:

1. Bachelor of Science for students in the School of Business.
2. Bachelor of Arts for students in the College of Liberal Arts and Sciences.
3. Bachelor of Science in Education for students in the College of Education.

*SUGGESTED CURRICULUM IN THE
SCHOOL OF BUSINESS*

The following courses constitute a major in economics.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or Zoology 100	5



Various methods are used to study the national economy.

Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two of the five)	6
Geography 211	5
Government 231	5
Health Education 100	4
History 103, 201 or 202	8
† Mathematics 106c, 111	9
Philosophy	2
Physical Education (activity courses)	6
	—
Total hours of required general degree courses	72
School of Business courses required for a specialization in <i>general economics</i> :	
Accounting 251, 252, 253	12
Economics 205, 206, 307, 315, 317	21
Economics 310, 328, 330, 418	16
Economics 440, 450, 451, 470, 481	15
Management 320, 340, 371, 380, 473	21
Marketing 330	5
	—
Total hours required in the specialization	90
Total hours of required general degree courses	72
Electives	30
	—
Total hours for Bachelor's Degree	192
School of Business courses required for a specialization in <i>banking</i> :	
Accounting 251, 252, 253	12
Economics 205, 206, 307, 315, 317	21
Economics 310, 330, 416	12
Economics 432, 451, 470	9
Management 320, 323, 340, 371, 380, 473	25
Marketing 330, 334	9
	—
Total hours required in the specialization	88
Total hours of required general degree courses	72
Electives	32
	—
Total hours for a Bachelor's Degree	192

† Higher mathematics courses may be taken depending upon placement test scores.

SCHOOL OF BUSINESS

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School of Business courses required for a specialization in *public finance*:

Accounting 251, 252, 253 12

Economics 205, 206, 307, 315, 317 21

Economics 310, 330, 331, 340, 416, 418, 432, 470 29

Management 320, 340, 371, 473 17

Marketing 330 5

Government 360, 395 9

Total hours required in the specialization 93

Total hours of required general degree courses 72

Electives 27

Total hours for a Bachelor's Degree 192

School of Business courses required for a specialization in *labor*:

Accounting 251, 252, 253 12

Economics 205, 206, 307, 315, 317 21

Economics 310, 328, 330, 411, 432, 436, 470 25

Management 320, 340, 371, 380, 473 21

Marketing 330 5

Psychology 201, 320 8

Total hours required in the specialization 92

Total hours of required general degree courses 72

Electives 28

Total hours for a Bachelor's Degree 192

School of Business courses required for a specialization in *foreign trade*:

Accounting 251, 252, 253 12

Economics 205, 206, 307, 315, 317 21

Economics 310, 328, 330, 416, 418, 429, 460, 470, 481 34

Management 320, 340, 371, 473 17

Marketing 330 5

Government 370 4

Total hours required in the specialization 93

Total hours of required general degree courses 72

Electives 27

Total hours for a Bachelor's Degree 192

School of Business courses required for a specialization in *economic theory*:

Accounting 251, 252, 253	12
Economics 205, 206, 307, 315, 317	21
Economics 308, 328, 330, 416, 429, 440, 450, 451, 470	32
Management 320, 340, 371, 380, 473	21
Marketing 330	5

Total hours required in the specialization	91
Total hours of required general degree courses	72
Electives	29

Total hours for a Bachelor's Degree	192
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Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, and (310, 328, or 330); Accounting 250 or (251, 252, and 253).

SUGGESTED CURRICULA IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES

Required courses constituting a major in economics with a specialization in *general economics*: Economics 205, 206, 307, 310, 315, 317, 328, 330, 418, 440, 450, 470, 481; Accounting 250; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *international trade*: Economics 205, 206, 307, 310, 315, 317, 328, 416, 418, 429, 460, 470, 481; Accounting 250; Government 370 and 375; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *labor*: Economics 205, 206, 307, 310, 315, 317, 330, 411, 436, 470; Psychology 201, 315; Sociology 200, 325; Accounting 250; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *public finance*: Economics 205, 206, 307, 310, 315, 317, 328, 330, 331, 340, 416, 432, 440, 451, 470; Accounting 250; Government 360; Mathematics 106c and 111.

Required courses constituting a major in economics with a specialization in *economic theory*: Economics 205, 206, 307, 315, 317, 328, 330, 416, 429, 440, 450, 451, 465, 470; Accounting 250; Mathematics 106c and 111.

Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, and (310, 328, or 330); Accounting 250.

SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION

Required courses constituting a 48-hour major in economics: Economics 205, 206, 307, 310, 315, 317, (328 or 330), 418, (440, 450, 451, or 470), (460 or 481); Accounting 250; Marketing 330.

Required courses constituting a 36-hour major in economics: Economics 205, 206, 307, 315, 317, (310, 328, or 330), 418, (460, 470, or 481).

Required courses constituting a minor in economics: Economics 205, 206, 307, 315, 317, and (310, 328, or 330); Accounting 250.

COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

205-5. SURVEY OF ECONOMIC PRINCIPLES.

206-4. ECONOMIC PRINCIPLES AND PROBLEMS. Prerequisite: 205.

301-1 to 6. ECONOMIC READINGS. Reading in books and periodicals in a defined field, under direction of one or more staff members. Periodic written and oral reports. Prerequisite: approval of chairman.

307-4. ECONOMIC AND BUSINESS STATISTICS. 3 hours lecture; 2 hours laboratory. Prerequisite: 205; recommended, Mathematics 106c.

308-4. ECONOMIC AND BUSINESS STATISTICS II. 3 hours lecture; 2 hours laboratory. Prerequisite: 307 or consent of instructor.

310-4. LABOR PROBLEMS. Prerequisites: 205 and 206.

315-4. MONEY AND BANKING I. Prerequisites: 205 and 206.

317-4. ECONOMIC HISTORY OF THE UNITED STATES. Prerequisite: 205.

328-4. INTERNATIONAL ECONOMICS I. Prerequisites: 205 and 206.

330-4. PUBLIC FINANCE I: National. Prerequisites: 205 and 206.

331-3. PUBLIC FINANCE II: State and Local. Prerequisite: 330 or consent of instructor.

340-3. PUBLIC UTILITY ECONOMICS. Prerequisites: 205 and 206.

355-3. ECONOMICS OF CONSUMPTION. Prerequisite: 205 or consent of instructor.

360-3. REGIONAL ECONOMY. Natural economic regions, governmental action (as in the T.V.A.), local applications.

380-4. ECONOMICS OF WAR. Mobilization, resource allocation, manpower, wage and price problems. Government economic policy. Post-war problems. Prerequisite: 205.

411-4. COLLECTIVE BARGAINING AND DISPUTE SETTLEMENT. Nature, issues, procedures, economic effects. Analysis of actual collective bargaining situations. Prerequisite: 310 or consent of instructor.

416-4. MONEY AND BANKING II. Emphasis upon the Federal Reserve and other banking systems. Prerequisite: 315 or consent of instructor.

- 418-4. **ECONOMIC HISTORY OF EUROPE.** A survey of the economic growth of Europe with emphasis upon the development of European agriculture, industry, finance, and international trade since 1750. Prerequisites: 205 and 206 or consent of instructor.
- 429-4. **INTERNATIONAL ECONOMICS II.** Intensive treatment of the principles of international economics with special emphasis on the classical and modern theories of international trade. Income effects. Balance of payments adjustments. Prerequisite: 328 or consent of instructor.
- 432-3. **FISCAL POLICY OF THE UNITED STATES.** Countercyclical, secular, and emergency use of government expenditures, debt, taxes. Prerequisites: 205 and 206 or consent of instructor.
- 436-3. **GOVERNMENT AND LABOR.** (Same as Government 436.) A study of labor relations and legislation considering both constitutional and economic aspects. Prerequisites: 205 and Government 101 or 231 or 300 or the consent of instructor.
- 437-4. **ECONOMICS OF SOCIAL SECURITY.** The federal and state social security programs, including Social Security Act, Workmen's Compensation, Unemployment Compensation, Disability Insurance, with emphasis on their economic aspects. Prerequisites: 205 and 206 or consent of instructor.
- 440-3. **INTERMEDIATE THEORY.** A more intensive treatment of price and income theory. Prerequisite: 205 or 206 or consent of instructor.
- 445-2 to 8. **SOUTH AMERICAN STUDY TOUR.** (Sponsored by Latin American Institute, in co-operation with Departments of Anthropology, Economics, Foreign Languages, Geography, Government, History, and the University Museum.) Fifty to fifty-five days of travel and study in South America, with twenty to twenty-five lectures and seminars (in English) by experts from colleges and universities in at least five countries. A project paper will be required. Students seeking credit under more than one department must arrange their papers and credits with each department.
- 450-3. **HISTORY OF ECONOMIC THOUGHT.** Great economists and the development of economic theory. Prerequisites: 205 and 206 or consent of instructor.
- 451-3. **ECONOMIC THEORIES.** A study of the theories of recent leading economists. Prerequisite: 450 or consent of instructor.
- 460-4. **RUSSIAN ECONOMY.** A study of the development of Russian trade, agriculture, industry, government, finance, and standards-of-living in successive periods in relation to the historical, geographic, economic, and ideological background. Prerequisite: 205 or consent of instructor.
- 465-4. **MATHEMATICAL ECONOMICS.** A systematic survey of mathematical economic theory. The principal topics are conditions of static equilibrium, including stability conditions, dynamic models using difference equations, and linear production models of input-output analysis and activity analysis (linear programming). Prerequisites: 440 and consent of instructor.
- 470-3. **BUSINESS CYCLES.** Major business fluctuations in the United States—prices, employment, production, credit, inflation and deflation, and gov-

ernment action during the cycles. Prerequisite: 315 or 440 or consent of instructor.

481-3. COMPARATIVE ECONOMIC SYSTEMS. Capitalism, socialism, fascism, and other forms of the economy. Prerequisite: 205 or consent of instructor.

490-4. WORKSHOP IN ECONOMIC EDUCATION. (Same as Education 490.) Designed to assist elementary and secondary school teachers in promoting economic understanding in the minds of their students through the translation of economic principles and problems into classroom teaching materials.

Courses on the 500 level are for graduate students only.

500-4 to 8. ECONOMICS SEMINAR. A study of a common, general topic in the field of economics, with individual reports and special topics. (This course may be taken twice for a total of 8 hours credit.) Prerequisite: 205 or consent of instructor.

501-1 to 5. ECONOMIC READINGS. Contemporary books and periodicals in economics. Prerequisite: approval of chairman.

512-4. LABOR ECONOMICS. A study of economic principles involved in the employment relationship. Such topics as wage theory, the labor market, employment and unemployment, and the economic effects of collective bargaining are covered. Prerequisite: 310 or consent of instructor.

519-4. ECONOMIC GROWTH. Intensive examination of the problems (past and present) of economic development faced by nations everywhere. Attention to the alternative solutions which have been, or are being, attempted. Prerequisite: 317 or 418 or consent of instructor.

533-4. PUBLIC FINANCE THEORY AND PRACTICE. Historical development of public finance theories with analyses of their policy implications. Prerequisite: 330 or consent of instructor.

541-4. NATIONAL INCOME THEORY. Keynesian and post Keynesian developments in national income theory. Empirical research concerned with characteristics and magnitudes of important national income concepts, such as the consumption function, are examined. Recent American policies and problems bearing on national income fluctuations are considered. Prerequisites: 205 and 206 or consent of instructor.

542-4. PRICE THEORY. A course designed to develop skills in the use of the analytical tools, including the basic mathematical techniques, used in price theory. Prerequisite: 440 or consent of instructor.

561-4. COMPARATIVE ECONOMIC DEVELOPMENT IN ASIA. A comparison of the economics of Japan, India, and China within the framework of emerging economic theory of developing economies. Performance, goals, problems of self-sustaining growth, problems of resource allocation, and changes in the institutional framework in each case. Economic role of the U.S. in Asian development. Prerequisite: 205 or consent of instructor.

575-4. ECONOMIC REGULATION. An analysis of the economic causes and effects of the regulation of agriculture, business, and labor. Prerequisites: 330 and Management 473 or consent of instructor.

599-3 to 9. THESIS.

MANAGEMENT

Professor Everette N. Hong, Ph.D. (Southern California), Acting Chairman	1958
Professor Henry J. Rehn, Ph. D. (Chicago), C.P.A.	1945
Professor John W. Scott, Ph.D. (Chicago), Emeritus (1952)	1947
Associate Professor Irving Kovarsky, Ph.D. (Iowa) (on leave 1959-60)	1957
Associate Professor Kenneth M. Thompson, Ph.D. (Iowa)	1958-59
Assistant Professor Ralph Bedwell, M.S. (Syracuse)	1954
Assistant Professor Richard J. Dandeneau, M.S. (Wisconsin)	1958
Assistant Professor Fred W. Goudy, J.D. (Indiana)	1957-59
Assistant Professor Frank F. Stamberg, B.S. (Illinois)	1955
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Visiting Professor Silas Kendrick Eshleman, J.D. (University of Florida)	1959-60
Visiting Professor Karl E. Lieb, J.D. (Stanford)	1959-60

The Department of Management offers work in three areas—general business, finance, and personnel management. Students who do not wish to specialize will select the first area. The latter two areas are more restrictive in their requirements. It is the objective of the department to provide a broad, general, liberal educational experience rather than a narrow professional training.

The work in this department leads to a Bachelor of Science degree.

SUGGESTED CURRICULUM IN MANAGEMENT

The following courses constitute a major in management.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or Zoology 100	5
Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two out of five)	6
Geography 211	5
Government 101	5

SCHOOL OF BUSINESS	23
Health Education 100	4
History or Sociology 101	5
† Mathematics 106b, 107b	8
Physical Education (activity courses)	6
Speech 101	4
	—
Total hours of required general degree courses	70
School of Business courses required for a specialization in <i>general business</i> :	
Accounting 251, 252, 253	12
Economics 205, 206, 307, 310, 315, 317 or 470	25
Management 170, 271, 320, 327, 340	21
Management 361, 371, 372 or 373	11
Management 380, 385, 421, 473, 479	20
Marketing 330	5
Marketing 334, 341 or 438	4
	—
Total hours required in the specialization	98
Total hours of required general degree courses	70
Electives	24
	—
Total hours for a Bachelor's Degree	192
School of Business courses required for a specialization in <i>finance</i> :	
Accounting 251, 252, 253	12
Economics 205, 206, 307, 310, 315, 317 or 470	25
Management 170, 271, 320	13
Management 323, 327, 328	11
Management 340 or 380	4
Management 361, 371, 372 or 373	11
Management 385, 421, 475	12
Marketing 330	5
Marketing 334 or 341 or 438	4
	—
Total hours required in the specialization	97
Total hours of required general degree courses	70
Electives	25
	—
Total hours for a Bachelor's Degree	192

† Higher mathematics courses may be taken depending upon placement test scores.

School of Business courses required for a specialization in *personnel*:

Accounting 251, 252, 253	12
Economics 205, 206, 307, 310, 315, 317 or 470	25
Management 170, 271, 320, 340	17
Management 361, 371, 372 or 373	11
Management 380, 382, 385, 480, 481	4
Management 382 or Economics 411	3-4
Marketing 330	5
Psychology 201, 321, and 322 or 323	12
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Total hours required in the specialization	104-105
Total hours of required general degree courses	70
Electives	17-18
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Total hours for a Bachelor's Degree 192

Requirements for a minor in management with a specialization in finance include Accounting 250, Management 170, 320, 323, 327, and 340.

Requirements for a minor in management with a specialization in general business include Accounting 250, Management 170, 320, 340, 371, and Marketing 330.

COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 170-4. INTRODUCTION TO BUSINESS ADMINISTRATION. A survey of business, intended to give to the student a general knowledge of the modern business world, a better basis for choosing his specialty, and certain information not covered in the various specialized courses offered.
- 271-4. BUSINESS WRITING. Principles and practice in writing typical kinds of business correspondence and reports. Prerequisite: English 103.
- 320-5. CORPORATION FINANCE. Financial structure in industry, sources of capital, regulation of securities, of stock exchanges, and the Security and Exchange Commission; dividend and other financial policies. Interpreting corporation reports and evaluating securities through the analysis of financial statements. Prerequisites: Accounting 253, Economics 205.
- 323-4. INVESTMENTS. Survey of the problems and procedures of investment management; types of investment risks; security analysis; investment problems of the individual as well as the corporation. Prerequisite: 320.
- 327-4. GENERAL INSURANCE. Underlying principles and functions of insurance in the economic life of the individual and of business. Prerequisites: Accounting 253, Economics 206.

- 328-3. REAL ESTATE. Purchasing, financing, owning, developing, improving, assessing, maintaining, zoning, subdividing, conveying, managing, operating in a real estate business; the influence of recent court decisions on real estate.
- 340-4. BUSINESS ORGANIZATION AND MANAGEMENT. Business organization, management theory, and practice. Prerequisite: junior standing or consent of the instructor.
- 360-5. SEMINAR IN SMALL BUSINESS. This seminar will provide final research into the special field of the Small Business major, helping him to decide upon the precise steps he will take in furthering his objective upon graduation. Open with the approval of the Director of the Small Business Institute to senior students in that program.
- 361-3. BUSINESS REPORT WRITING. Discussion, illustration, and practical application of report writing techniques, including study of uses, forms, and structures of different types of reports.
- 364-3 to 14. SMALL BUSINESS MANAGEMENT INTERNSHIP I. This course provides on-the-job training in management of a specific small business in the area of the student's aims. All phases of management will be covered. Emphasis will, however, vary with the job and the student's past experience. The student will live in the community and participate



Time and motion studies are valuable to management.

in the normal civic functions in order to parallel the true role of a small business man. Conference hours and working hours will be arranged. Students taking this course will not be permitted to carry additional college courses during that term. Open only to approved majors in the Small Business Institute, during their third or fourth year.

- 365-3 to 14. **SMALL BUSINESS MANAGEMENT INTERNSHIP II.** This is a continuation of Management 364, primarily for students who have had no previous business experience in the field. Conference hours and working hours will be arranged. Students in this course will not be permitted to carry additional courses. Open only to approved majors in the Small Business Institute, during their third or fourth year.
- 371-4. **BUSINESS LAW I.** Introduction to law, contract law, and agency law.
- 372-4. **BUSINESS LAW II.** Real property law, personal property law, partnership law, and corporation law.
- 373-4. **BUSINESS LAW III.** Negotiable instrument law, sales law, suretyship law, and insurance law.
- 380-4. **PRODUCTION MANAGEMENT.** Plant location, design, and construction; internal organization for operations, production control, stores control, routing of materials, job analysis, and time study; wage systems, subdivision of executive responsibilities and duties; methods of coordination and planning. Prerequisite: Economics 206.
- 382-3. **TIME AND MOTION STUDY.** Principles and methods for simplifying work and establishing sound time-allowances for performance.
- 385-4. **PERSONNEL MANAGEMENT.** Relation of the human element to production; the art of securing understanding and co-operation; employee organizations and outside activities; work of the personnel department; wage standards and working conditions. Prerequisite: Economics 206.
- 421-4. **MANAGEMENT OF BUSINESS FINANCE.** The principal problems of managing the financial operations of an enterprise will be examined. Emphasis will be upon analysis and solutions of problems pertaining to policy decisions. The scope will include both short-term working capital and long-term financing. Prerequisite: 320.
- 428-4. **LIFE INSURANCE.** A study of life insurance with particular attention given to policy forms and provisions, reserve and investment problems, company organization, legal aspects, taxation, and personal and business needs. Prerequisite: 327.
- 429-4. **FIRE AND CASUALTY INSURANCE.** An examination of the economic services performed, contracts, benefits, and premiums of fire and casualty insurance. Prerequisite: 327.
- 455-3. **PROGRAMMING FOR DIGITAL COMPUTERS.** Computer organization and characteristics, machine language-coding, flow charts, sub-routines, optimum and symbolic coding, compilers and interpretive systems. Laboratory work will involve the use of an IBM 650 Computer and other Computing Center equipment. Prerequisite: consent of instructor.
- 472-4. **SMALL BUSINESS.** The position of small business in our national economy, including the organization, financing, location, personnel policies, merchandising practices, records, government regulation, and taxes.

- 473-4. BUSINESS ENTERPRISE AND PUBLIC POLICY. Some of the major problems of social control of business arising out of the operation of business in modern society; covering types of control, necessity and effects of control. Prerequisite: senior standing.
- 475-4. BUDGETING AND SYSTEMS. Budgeting and systems as aids in coordinating and directing business operation. Prerequisites: 320, Accounting 253.
- 479-2 to 8. PROBLEMS IN BUSINESS AND ECONOMICS. Application of economic theory to practical business problems. Open to majors in business administration or economics, who have senior standing.
- 480-4. SEMINAR IN LABOR LAW. An analysis of the constitutional aspects and recent cases that have arisen interpreting the Taft-Hartley Act, Fair Labor Standards Act, Fair Employment Practice Laws, and "right-to-work" laws. Prerequisite: two terms of business law or Economics 310 or Government 395.
- 481-4. ADMINISTRATIVE MANAGEMENT. An intensive study of the principles of management and their application to the current industrial setting. Lecture and case methods will be used. Prerequisite: 340.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN BUSINESS ADMINISTRATION. Directed readings in classical and current writings on selected topics.
- 501-2 to 5. INDIVIDUAL RESEARCH IN BUSINESS ADMINISTRATION. Directed research in selected areas of business administration.
- 527-3 to 5. SEMINAR IN FINANCE. A study of current issues and practices in business finance. Each student will select a problem for intensive exploration and report his findings to the class. Prerequisite: 421 or consent of instructor.
- 540-5. HISTORY AND THEORY OF MANAGEMENT. An analytical study of the background and growth of management theory from its beginnings with Taylor and Fayol to the present. Emphasis will be largely on industrial application. Individual reports as well as case and lecture methods will be used. Prerequisite: 481.
- 599-2 to 9. THESIS.

MARKETING

Associate Professor James Dewayne Benson, Ph.D. (Iowa State)	1957
Associate Professor Paul M. Hoffman, Ph.D. (New York), Chairman	1950
Assistant Professor Robert M. Seepe, M.B.A. (Northwestern)	1958
Instructor Charles E. Rosenbarger, M.B.A. (Indiana)	1956
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Lecturer Donald Frederick, M.B.A. (Indiana)	1958-59

Marketing, which includes all activities concerned with determining and satisfying consumer desires, is rapidly becoming the major function in the business process. From the initial determination of consumer desires through the medium of market research to the final step of putting products into the consumer's hands through personal salesmanship, marketing knowledge and techniques provide the tools for developing and distributing goods and services in the dynamic economy of today and the future.

The Department of Marketing offers a variety of courses that will prepare the future marketer for his role in American business. Students



Selling techniques are studied and practiced.

who specialize in marketing have a variety of courses in sales, advertising, marketing management, transportation, retailing, wholesaling, and market research. Additional senior level or graduate courses are offered to prepare the student for more specialized positions in marketing management.

SUGGESTED CURRICULUM IN MARKETING

The following courses constitute a major in marketing.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or Zoology 100	5
Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two out of five)	6
Geography 211	5
Government 101	5
Health Education 100	4
History 202 or Sociology 101	5
†Mathematics 106b, 107b	8
Physical Education (activity courses)	6
Psychology 201	4
Speech 101	4
	—
Total hours of required general degree courses	74
School of Business courses required:	
Accounting 251, 252, 253	12
Economics 205, 206, 307	13
Economics 315, 317, or 470	7-8
Management 170, 320, 340	13
Management 361, 371, 373	11
Marketing 330, 331, 333, 334	17
Marketing 336, 337, 341	11
Marketing 349 or 384	3-4
Marketing 332, 438, 451, 463 (any 2)	7-8
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Total hours required in the major	94-97
Total hours of required general degree courses	74-74
Electives	24-21
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Total hours for a Bachelor's Degree	192

† Higher mathematics courses may be taken depending upon placement test scores.

Requirements for a minor in marketing with a specialization in general marketing include Accounting 250, Marketing 330*, 331 or 332, 333, 337, and 341.

Requirements for a minor in marketing with a specialization in sales and advertising include Marketing 330*, 333, 337, 384, 438, and 463.

Requirements for a minor in marketing with a specialization in retailing include Marketing 330*, 331, 332, 333, 334, and 337.

Requirements for a minor in marketing with a specialization in industrial marketing include Marketing 330*, 333, 334, 336, 337, 341, and 349.

COURSE DESCRIPTIONS

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 330-5. **MARKETING PRINCIPLES AND PRACTICES.** A general survey course to acquaint the student with the entire field of marketing. Consideration is given to the underlying economic principles; historical development of distributive systems, channels, agents, institutions, functions, policies, and principles. Prerequisite: Economics 205.
- 331-4. **RETAILING.** Principles underlying the evolution, organization, and operation of retailing, including techniques used and opportunities offered in this field.
- 332-4. **STORE MANAGEMENT.** Store management; organization, location; layout. Procedures in receiving goods, handling sales; packing; wrapping; customer complaints; telephone orders, etc. Prerequisite: 331.
- 333-4. **PRINCIPLES OF ADVERTISING.** Advertising fundamentals in relation to modern business activities; fields of advertising; advertising media, campaigns, and systems. Prerequisite: 330.
- 334-4. **CREDITS AND COLLECTIONS.** Organization and operation of the credit department, including the sources and analysis of credit information, collection methods, and correspondence. Retail credit management emphasized. Prerequisite: 330.
- 336-3. **PURCHASING.** Dealer-supplier relationship, in manufacturing, wholesaling, and retailing. Purchasing for resale and for consumption. Influence in sales promotion materials. Buying from single and multiple suppliers. Prerequisite: 330.
- 337-4. **PRINCIPLES OF SALESMANSHIP.** History, scope, and importance of selling in modern business; the sales department; the salesman's part in the selling process. Prerequisite: 330.
- 341-4. **TRANSPORTATION.** Evolution of American transportation systems, and of the current problems of transportation facilities in connection with governmental control and regulation. Prerequisite: 330.

* Economics 205 is ordinarily required as a prerequisite. However, exceptions may be made by the instructor depending upon the qualifications of the individual student.

- 349-3. WHOLESALING. Evolution, economic status, and management of non-retail marketing. Position of wholesaling in distribution. Kinds of wholesaling; types of middlemen; internal organization and operation of wholesalers; trading areas. Analysis relationship between marketing policies of wholesaler and manufacturer and changing patterns of wholesale distribution. Prerequisite: 330.
- 384-4. ADVERTISING MEDIA ANALYSIS. A study of the businessman's problems of selecting appropriate advertising media for the particular advertising mix that affords him the best strategy. Prerequisite: 333.
- 438-4. SALES MANAGEMENT. Developing and training a sales force. The different types of sales forces. Managing sales functions: determining salesmen's territories, quotas, compensation. Budget preparation. Developing and implementing the merchandise plan. Prerequisites: 330 and 337 or consent of the instructor.
- 451-4. TRAFFIC MANAGEMENT. Primary industrial traffic management functions, including determination of rates, classification, routing, and proper documentation. Consideration given to loss and damage claims, terminal charges, demurrage, reconsignment and conversion, transit privileges, warehousing, and packing. Emphasis upon co-operative aspects of traffic management requiring transportation.
- 463-3. ADVERTISING MANAGEMENT. The effective use of advertising by business management. An understanding of what advertising can be expected to accomplish under different sets of marketing factors and products. The selection of advantageous advertising programs under different marketing mixes. Prerequisite: 333.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN MARKETING. Readings in classical and current writings on selected topics in various areas in the field of marketing.
- 501-2 to 5. INDIVIDUAL RESEARCH IN MARKETING. Directed research in marketing.
- 550-4. GRADUATE SURVEY OF MARKETING. Designed to give the graduate student an over-all view of the field of marketing and the field of policy-making decision. Cases are used to illustrate the theory covered. An accelerated course. Not open to students who have had an undergraduate major in marketing.
- 590-4. MARKETING RESEARCH AND ANALYSIS. The development of the procedures, methods, and theory underlying quantitative and qualitative analysis of primary and secondary market data. Prerequisites: 330 or 550 and one quarter of basic statistics or its equivalent, or with consent of the instructor.
- 595-3. SEMINAR IN MARKETING. Problems in marketing theory, research, and policy. May be repeated by a student no more than two times. Prerequisites: 330 or 550.
- 599-2 to 9. THESIS.

SECRETARIAL AND BUSINESS EDUCATION

Associate Professor Harry B. Bauernfeind, M.A. (Northwestern)	1951
Associate Professor Viola M. DuFrain, Ph.D. (Chicago)	1947
Associate Professor Harves Rahe, Ed.D. (Indiana), Chairman	1944-46; 1950
Associate Professor Leonard Jordan West, Ph.D. (Columbia)	1957
Assistant Professor Van A. Buboltz, M.A. (Northwestern)	1937
Visiting Professor Paul S. Lomax, Ph.D. (New York)	1957-58
Lecturer Louise H. Eierman, B.S. in Ed. (Southeast Missouri)	1957-58

The Department of Secretarial and Business Education offers three major programs of study: (1) undergraduate business teacher education program for students preparing to teach the business subjects usually taught in the high school (2) undergraduate business teacher education program for students preparing to teach the business subjects usually taught in the high school except shorthand, transcription, and secretarial practice (3) undergraduate secretarial and office management program.

The work in this department leads to a Bachelor of Science or a Bachelor of Science in Education degree.

SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION

The following courses constitute a major in business education.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or 202 or Zoology 100	5
Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two out of five)	6
English 300 or 391 if not excused by examination	0-3
Geography 211	5
Government 101 or 231 or 300	5
Health Education 100	4
History 201 or 202	5
† Mathematics 106b, 107b	8

† Higher mathematics courses may be taken depending upon placement test scores.



Student teachers receive valuable experience in the laboratory schools.

Physical Education	6
Speech 101	4
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Total hours of required general degree courses	64-73
School of Business courses required:	
Accounting 251, 252, 253	12
Economics 205, 206	9
Management 170, 271, 371, 372 or 373	16
Marketing 330	5
* Secretarial and Business Education 102, 103, 104, 213	3-12
* Secretarial and Business Education 105, 106, 107, 216, 308	4-20
Secretarial and Business Education 307 or 407, 311, 313	10
Secretarial and Business Education 401, 403, 404, 405, 406, 408	6-7
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Total hours of required business courses	65-91

* Students who have had work in this area in high school will, on the basis of a qualifying examination, start at the level in this series to which their demonstrated ability qualifies them.

College of Education courses required:

Education Administration and Supervision 100 or 331 and 355	7
Secondary Education 310, 352	16
Guidance 305 or Psychology 303	3-4
Guidance 420 or Mathematics 410	3-4
Guidance 421 or Instructional Materials 417	3-4
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Total hours of required College of Education courses	32-35
Total hours of required general degree courses	64-73
Total hours of required School of Business courses	65-91
Total hours required for a minor	24-24
Electives	7-0
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Total hours required for a Bachelor's degree	192-223

Students preparing to teach the business subjects usually taught in the high school except shorthand, transcription, and secretarial practice will adhere to the preceding curriculum with the following exception. Instead of Secretarial and Business Education 105, 106, 107, 216, 307, 308, 404, and 407, the student will take Accounting 351, Economics 355, plus one management course and one marketing course not required in the above curriculum. The total hours for this curriculum will range between 178 and 201.

SUGGESTED CURRICULUM IN SECRETARIAL STUDIES AND OFFICE MANAGEMENT

The following courses constitute a major in secretarial studies and office management.

General degree courses required:	Hours
Air Science (men only)	6
Art 120 or Music 100	3
Botany 101 or 202 or Zoology 100	5
Chemistry 101 or Physics 101	4
English 101, 102, 103	9
English 205, 206, 209, 211, 212 (two out of five)	6
English 300 or 391	3
Geography 211	5
Government 101, 231	5
Health Education 100	4
History or Sociology 101	5

SCHOOL OF BUSINESS	35
† Mathematics 106b, 107b	8
Physical Education	6
Speech 101	4
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Total hours of required general degree courses	73
School of Business courses required:	
Accounting 251, 252, 253	12
Economics 205, 206, 307	13
Management 170, 271, 320, 340, 371, 372 or 373, 385	29
Marketing 330 plus two additional courses	11
* Secretarial and Business Education 102, 103, 104, 213	3-12
* Secretarial and Business Education 105, 106, 107, 216, 308	4-20
Secretarial and Business Education 307, 311, 313, 407	13
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Total hours required in the major	85-110
Total hours of required general degree courses	73
* Electives	34-9
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Total hours required for a Bachelor's Degree	192

MINOR PROGRAMS

Minor programs are offered in the following areas: (1) undergraduate minor in business teacher education consisting of a minimum of 30 quarter hours of work in business; (2) undergraduate minor in secretarial training and office management consisting of a minimum of 24 quarter hours of work in business.

Minor programs in secretarial and business education are generally planned for each student individually by the student and a representative of the department. This procedure is necessary because students' backgrounds and needs vary greatly. The following illustrative minor programs, however, will fit the needs of many students desiring to minor in secretarial studies or business education.

TYPICAL MINOR PROGRAMS IN SECRETARIAL STUDIES

1. For students with no previous training in typewriting or shorthand.

† Higher mathematics courses may be taken depending upon placement test scores.

* Students who demonstrate by examination an initial competence in typewriting may be excused from as many as nine credit hours of typewriting and add these to their electives; those starting with a proficiency in shorthand may in a similar manner gain sixteen hours of electives.

Secretarial 102, 103, 104, 213, 105, 106, 107, 216, and 308. Total—32 hours.

2. For students with one year of previous training in both typewriting and shorthand. Secretarial 104, 213, 107, 216, 308, 307, and 311 or 313. Total—24 hours.

3. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 80 words a minute. Secretarial 213, 216, 307, 308, 311, 313, and 407. Total—24 hours.

4. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words a minute. Secretarial 213, 307, 308, 311, 313, 407, and Management 271. Total—24 hours.

TYPICAL MINOR PROGRAMS IN BUSINESS TEACHER EDUCATION

1. Preparation for teaching bookkeeping, calculating machines, and general business. Accounting 251, 252, 253, Management 170, 371, Secretarial 313, 405, and 408. Total—30 hours.

2. Preparation for teaching typewriting and general business. For students without previous training in typewriting. Secretarial 102, 103, 104, 213, 403, 405, Management 170, 271, and 371. Total—30 hours.

3. Preparation for teaching typewriting and shorthand. For students without previous training in typewriting and shorthand. Secretarial 102, 103, 104, 105, 106, 107, 213, 216, 308, 403, and 404. Total—38 hours.

4. Preparation for teaching typewriting, shorthand, office practice, and office machines. For students with two years of previous training in typewriting and one year of previous training in shorthand. Secretarial 107, 213, 216, 307, 308, 311, 313, 403, and 404. Total—31 hours.

5. Preparation for teaching typewriting, shorthand, and secretarial practice. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 80 words a minute. Secretarial 213, 216, 307 or 407, 308, 311, 313, 403, 404, and Management 271. Total—31 hours.

6. Preparation for teaching typewriting, shorthand, and secretarial practice. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words a minute. Secretarial 213, 307, 308, 311, 313, 403, 404, 407, and Management 271. Total—30 hours.

7. Preparation for teaching typewriting, shorthand, bookkeeping, and general business. For students with two years of previous training in both typewriting and shorthand, and who can take sustained, new-matter dictation at 100 words a minute. Secretarial 213, 308, 403 or 404, 405 or 408, Accounting 251, 252, 253, Management 170 and 371. Total—33 hours.

COURSE DESCRIPTIONS

Tests are given during the first week of all shorthand and typewriting courses to insure the correct placement of students in courses.

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 102-3. TYPEWRITING I. An introductory course in touch typewriting aimed at developing a typing rate of at least 30 words a minute. Includes simple business correspondence, tables, and manuscripts. May not be taken for credit by students who have had previous high school or other formal training in typewriting.
- 103-3. TYPEWRITING II. Continuation of 102. Emphasis on further skill development, on business correspondence, and on other vocational and personal applications of typing skill. Prerequisite: 102, or one semester of high school typing and the ability to type at least 30 words a minute and to prepare simple business correspondence.
- 104-3. TYPEWRITING III. Continuation of 103. Further skill development, with emphasis on more complicated vocational and personal applications of typing skill. Prerequisite: 103, or one year of high school typing and the ability to type at least 40 words a minute and to type business correspondence, tables, etc. of moderate difficulty.
- 105-4. STENOGRAPHY I. An introductory course in Gregg shorthand. May not be taken for credit by students who have had previous high school or other formal training in shorthand.
- 106-4. STENOGRAPHY II. Continuation of 105. Completion of shorthand theory and introduction to dictation and transcription. Prerequisite: 105, or approximately one semester of shorthand instruction in high school, or equivalent.
- 107-4. STENOGRAPHY III. Continuation of 106. Major emphasis on improving dictation and transcription skills. Prerequisite: 106, or one year of high school instruction in shorthand (or equivalent) and the ability to take sustained, new-matter dictation at 60 words a minute.
- 113-3. TYPEWRITING-DUPLICATING. Review of typewriting skills and knowledges. Emphasis on typing of letters and manuscripts. Development of techniques related to stencil and direct-process duplicating. Open only to Kindergarten-Primary Education majors. Prerequisite: 102 or equivalent.
- 213-3. TYPEWRITING IV. Continuation of 104. Development of advanced skills in typing straight copy, business correspondence, manuscripts, forms, and tables; preparation of copy from rough draft materials; typing master copies for duplicating machines; transcription from machine dictation. Prerequisite: 104 or 1½ to 2 years of high school typing and the ability to type at least 50 words a minute and to prepare business correspondence, tables, manuscripts, forms, etc.
- 216-4. STENOGRAPHY IV. Continuation of 107. Development of high-level dictation and transcription skills and knowledges. Prerequisite: 107, or 1½ to 2 years of previous high school training in shorthand and trans-

- cription (or equivalent) and the ability to transcribe on the typewriter sustained, new-matter dictation taken at 80 words a minute.
- 307-3. SECRETARIAL PRACTICE. An advanced course for secretaries, covering such topics as personality and human relationships, office mail, office equipment, travel, sources of information, communications, and business reports. Prerequisites: 213 and 216.
- 308-4. STENOGRAPHY V. Continuation of 216. Development of advanced dictation and transcription competencies. Prerequisite: 216, or two years of previous high school training in shorthand and transcription (or equivalent) and the ability to transcribe on the typewriter sustained, new-matter dictation taken at 100 words a minute.
- 311-3. FILING AND RECORDS MANAGEMENT. Modern filing systems and equipment, with intensive practice in applying indexing rules and filing business papers. Emphasis on classification principles and practices.
- 313-4. CALCULATING MACHINES. Operation of basic types of office calculating machines, emphasizing the characteristic uses of each kind of machine in the office. Laboratory practice required.
- 401-4. PRINCIPLES AND PROBLEMS OF BUSINESS EDUCATION. A study of the fundamentals of business education; its relation to business, to general and vocational education, and to guidance programs; its history, current status, and trends; with special emphasis on objectives and curriculum problems.
- 403-3. TEACHING TYPEWRITING. Conduct of instruction in typewriting: the programming of activities in typewriting training, methods of instruction, skill-building principles and techniques, selection and preparation of practice materials, standards of achievement, and evaluation of pupil progress. Prerequisite: 213 or equivalent.
- 404-3. TEACHING SHORTHAND AND TRANSCRIPTION. Conduct of instruction in shorthand and transcription: the programming of activities in shorthand and transcription training, methods of instruction, skill-building principles and techniques, selection and preparation of practice and homework materials, standards of achievement, and evaluation of pupil progress. Prerequisite: 308 or equivalent.
- 405-3. TEACHING BASIC BUSINESS. Instructional methods and materials for, and the evaluation of pupil progress in, such basic business subjects as: general business, consumer education, economic geography, business law, etc.
- 406-4. TEACHING CLERICAL PRACTICE AND OFFICE MACHINES. Instructional methods and materials for, and the evaluation of pupil progress in, clerical practice and office machines. Prerequisites: 213, 311, 313 or equivalent.
- 407-3. OFFICE MANAGEMENT. A study of the principles of management as applied to office problems. Emphasis on the role of the office in business management; office organization; physical facilities of the office; office services, procedures, standards, and controls; records management; and office automation, including integrated data processing.
- 408-3. TEACHING BOOKKEEPING AND ACCOUNTING. Deals with instructional methods and materials for, and the evaluation of pupil pro-

gress in, bookkeeping and accounting. Attention also is given to the teaching of business arithmetic. Prerequisite: Accounting 253 or equivalent.

Courses on the 500 level are for graduate students only.

- 500-2 to 5. READINGS IN BUSINESS EDUCATION. Supervised readings in selected subjects. Prerequisite: permission of instructor.
- 501-2 to 5. INDIVIDUAL RESEARCH IN BUSINESS EDUCATION. Selection and investigation of a problem; use of relevant sources and techniques; collection, evaluation, and interpretation of data; and the writing of a report on the investigation. Not open to students who take 599. Prerequisite: permission of instructor.
- 502-4. RESEARCH IN BUSINESS EDUCATION. A study of research findings and techniques as exhibited in representative investigations in business education. Emphasis on reading and interpreting research, using research findings in solving instructional problems, and uncovering potential topics for future research. Mathematics 410 or Guidance 420 is a desirable but not a necessary co-requisite.
- 503-4. TESTS AND MEASUREMENTS IN BUSINESS EDUCATION. (Same as Guidance 503.) The selection, construction, administration, and interpretation of tests and test scores in business education subjects. Principal emphasis on teacher-made tests, especially of the performance type, with secondary attention to published tests in the field. Prerequisite: Guidance 420 or Mathematics 410 or Economics 308.
- 504-4. PSYCHOLOGICAL BASES FOR TEACHING SECRETARIAL SKILLS. Deals with the findings of experimental research in human learning applicable to the learning of shorthand, typewriting, and other office skills. Treats the variables in skill learning and modes of manipulating these variables for specific purposes. Special emphasis on the identification of needed research in the learning of the skill subjects and the design and conduct of experimental studies in the field. Prerequisites: 403 or 404, Mathematics 410 or Guidance 420, Psychology 201, and Guidance 305.
- 599-2 to 9. THESIS.

PHOTOGRAPHS

Acknowledgment is made to Photographic Service for all photographs in this bulletin.

Southern Illinois University Foundation

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